



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

July 18, 2008

David B. Neish, President
D.B. Neish, Inc.
101 Columbia, Suite 185
Aliso Viejo, CA 92656

Dear Mr. Neish:

REQUEST FOR QUALIFICATIONS FOR SPECIAL REPRESENTATION

The County of Los Angeles is inviting statements of qualifications for special representation to enhance the County's ability to communicate and advocate its interests on key issues with the California Coastal Commission (CCC).

Specifically, the County seeks the assistance of a contract representative to assist in the development and implementation of advocacy strategies to represent the County's interests with the CCC on major issues such as the periodic review of the Marina del Rey Local Coastal Plan and related project approvals in the form of coastal development permits. The contract representative would be engaged on an issue specific basis as directed by the Chief Executive Officer or his designee in coordination with the Department of Beaches and Harbors (DBH) and/or the Department of Regional Planning (DRP).

The contract representative's duties may include, but are not limited to:

- Preparing an advocacy work plan, in consultation with the Departments of Beaches and Harbors and Regional Planning, for presentation of the County's response to CCC staff and Commissioners recommendations regarding the Periodic Review of the Marina del Rey Local Coastal Program;
- Developing and implementing strategies for conveying factual information and interacting with the CCC Commissioners and staff that will ensure fully informed recommendations and action on the DBH permit applications and any specific project the County/DBH has or may submit for consideration before the CCC;
- Providing strategic input to assist the County in preparing Marina del Rey Local Coastal Program amendments;
- Providing input to the County in the preparation of environmental documents and providing consultant services on environmental issues pertaining to the beach and marina;

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

- Presenting information and advocating the County's interests to the CCC staff and Commissioners verbally and in writing, when required by the DBH or DRP;
- Providing additional advice and strategic recommendations to the DRP and DBH, as appropriate, in connection with the Marina del Rey Local Coastal Plan and permit applications;
- Appearing before the CCC on behalf of the County as required;
- Providing monthly reports of meetings and other contacts that document advocacy efforts, detailing communications with CCC Commissioners and staff, and making recommendations on follow-up activities;
- Testifying as an expert witness on CCC related issues at arbitration or other judicial proceedings; and
- Providing such additional advice and services as the County/DBH/DRP may require regarding issues before the CCC.

If you are interested in providing special representation for the County of Los Angeles, we invite you to submit the following information.

1. A statement of qualifications, experience and capacity to undertake such representation. This statement should specify knowledge of and experience with the CCC and any other experience you believe relevant to this proposed assignment. The statement should also describe your experience in working with key representatives and members of the CCC.
2. A description of one or more specific issues involving the CCC in which you played a key role; including a description of the issue, strategy used to address the CCC interests/recommendations, and the result.
3. A list of clients for whom you have provided similar services on either a special or ongoing basis in the last three (3) years to the extent such information does not violate confidentiality restrictions.
4. An indication of clients and issues, which you have in the past represented who may present conflict with the interests of the County of Los Angeles, and how you would resolve such conflicts.
5. Your cost proposal including all costs and how they would be billed.
6. Any additional information you wish to be considered.

David B. Neish
July 18, 2008
Page 3

Please submit two (2) complete sets of the information requested in writing by 5:00 p.m., Friday, August 8, 2008. The requested information should be sent to:

Lari Sheehan
Deputy Chief Executive Officer
Chief Executive Office
Community and Municipal Services
723 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

At any point in the selection process, the County may request additional information, or oral presentations in Los Angeles. The County reserves the right to solicit or receive statements of qualification from additional proposers at any time. Upon conclusion of proposal review and negotiations, the County may reject any or all proposals, and all proposers will be notified of the final action. For your perusal, a copy of the Chief Executive Officer's standard Delegated Authority Agreement template is attached.

If you have any questions, please contact Ms. Sheehan at (213) 893-2477, or via e-mail at lsheehan@ceo.lacounty.gov.

Sincerely,



WILLIAM T FUJIOKA
Chief Executive Officer

WTF:LS
SK:os

Attachment (1)

c: Supervisor Gloria Molina, First District
Supervisor Yvonne B. Burke, Second District
Supervisor Zev Yaroslavsky, Third District
Supervisor Don Knabe, Fourth District
Supervisor Michael D. Antonovich, Fifth District
Santos H. Kreiman, Acting Director of Beaches and Harbors
Bruce W. McClendon, Director of Regional Planning